

### Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for generating recommendations, the method comprising:
  - entering a newly created preference category (~~211a~~) as feedback for generating a recommendation;
  - generating preference information corresponding to the newly created preference category (~~211a~~); and
  - generating the recommendation based at least in part on the generated preference information;

wherein the recommendation is generated for a user by the same apparatus into which the newly created preference category is entered by said user.
2. (Original) The method of claim 1, wherein the generating of the recommendation generates a recommendation for television programs.
3. (Currently Amended) The method of claim 2, wherein the generating of the preference information comprises:
  - accessing a remote network (~~117~~);
  - searching the remote network (~~117~~) for at least one keyword associated with the newly created preference category (~~211a~~);
  - retrieving at least one video clip associated with the at least one keyword resulting from the searching; and
  - generating the preference information from the at least one video clip.
4. (Original) The method of claim 3, wherein the accessing comprises accessing the Internet.
5. (Currently Amended) The method of claim 3, wherein the at least one keyword comprises a title of the newly created preference category (~~211a~~).
6. (Original) The method of claim 3, wherein the generating of the preference information from the at least one video clip comprises extracting key frames from the at least one video clip.

7. (Original) The method of claim 6, wherein the generating of the recommendation comprises generating a user profile based at least in part on the preference information and generating the recommendation based at least in part on the user profile.

8. (Currently Amended) The method of claim 2, wherein the generating of the preference information comprises:

uploading at least one video clip associated with the newly created preference category (211a); and

generating the preference information from the at least one video clip.

9. (Original) The method of claim 8, wherein the generating of the preference information from the at least one video clip comprises extracting key frames from the at least one video clip.

10. (Original) The method of claim 9, wherein the generating of the recommendation comprises generating a user profile based at least in part on the preference information and generating the recommendation based at least in part on the user profile.

11. (Currently Amended) An apparatus (100) generating recommendations, the apparatus comprising:

a preference category entry system that allows means for entering a user to enter a newly created preference category (211a) as feedback for generating a recommendation for said user;

a preference information generating system that generates means for generating preference information (108, 115, 117) corresponding to the newly created preference category (211a); and

a recommender that generates (110) for generating the recommendation for said user based at least in part on the generated preference information.

12. (Currently Amended) The apparatus of claim 11, wherein the preference information generating system means for generating the preference information comprises:

a modem (115) for accessing a remote network (117);

a search system that searches means (108) for searching the remote network for at least one keyword associated with the newly created preference category (211a); and

a retrieval system that retrieves ~~means (108) for retrieving~~ at least one video clip associated with the at least one keyword resulting from a search performed by the search system ~~the searching~~;

whereby the preference information generating system generates ~~means (108) for generating~~ the preference information from the at least one video clip.

13. (Currently Amended) The apparatus of claim 12, wherein the preference information generating system further comprises an extraction system that extracts ~~means for generating the preference information from the at least one video clip comprises means (108) for extracting~~ key frames from the at least one video clip.

14. (Currently Amended) The apparatus of claim 13, wherein the recommender ~~(110)~~ generates a user profile based at least in part on the preference information and generates the recommendation based at least in part on the user profile.

15. (Currently Amended) The apparatus of claim 12, wherein the preference information generating system further ~~means for generating the preference information~~ comprises:

a video loading system that uploads ~~means (115) for uploading~~ at least one video clip associated with the newly created preference category ~~(211a) and means (108) for generating the preference information from the at least one video clip.~~

16. (Currently Amended) The apparatus of claim 15, wherein preference information generating system further comprises an extraction system that extracts ~~the means for generating the preference information from the at least one video clip comprises means (108) for extracting~~ key frames from the at least one video clip.

17. (Currently Amended) The apparatus of claim 16, wherein the recommender ~~(110)~~ generates a user profile based at least in part on the preference information and generates the recommendation based at least in part on the user profile.

18. (Currently Amended) A computer readable medium having stored thereon instructions for generating recommendations comprising machine executable code which when executed by at least one processor, causes the processor ~~program storage device readable by machine, tangibly embodying a program of instructions executable by the~~

machine to perform method steps for method for generating recommendations, the method comprising:

entering a newly created preference category (211a) as feedback for generating a recommendation;

generating preference information corresponding to the newly created preference category (211a); and

generating the recommendation based at least in part on the generated preference information;

wherein the recommendation is generated for a user by the same apparatus into which the newly created preference category is entered by said user.

19. (Canceled)